

**WWF European Policy Office
Position Description**

Position title: EU Campaign & Communications Manager for the Common Fisheries Policy Reform
Reports to: Communications Director
Supervises: -
Date: November 2009

1. General Description

To support WWF EPO's work on the reform of the EU Common Fisheries Policy, we are looking for someone with successful experience of working in media and communications and of strategically planning advocacy campaigns. The ability to communicate to a high standard, both in writing and verbally, is a must, as is the ability to network and form constructive working relationships across the organization and the sector as a whole.

2. Major Functions:

- Develop and implement a detailed European communications campaign strategy and plan to engage and influence key stakeholders at EU level in Brussels and in member states.
- Create an effective communications campaign including, media relations, advertising, online (netroots) coalition building, legislative advocacy, science and public engagement.
- Inject creativity to develop a campaign story that motivates people to engage and paints a positive picture of WWF's work.
- Regularly report on progress of the campaign, and lead the charge for overcoming obstacles to ensure goals and objectives are met.
- Perform additional duties as needed and/or assigned.

3. Desired Profile:

- At least five years of experience in public affairs, communications and/or campaign work. Previous work within an NGO and/or a public affairs or communications consultancy would be an asset.
- A sound knowledge of the European institutions, environmental issues and legislation.
- Interest in emerging new media trends and knowledge of web 2.0 applications and how best they are utilised to promote online communications.
- Excellent written and verbal communication and social skills.
- A track record of being detail oriented, with good organizational and multi-tasking skills and follow-through.
- Business level fluency in English is prerequisite as the working language; sound knowledge of Spanish and/or French would be a strong selection criterion and a welcome asset.

- An ability to work well within large international networks and having the skills to deal with cultural and linguistic nuances.
- A valid working permit for EU countries.
- Strong commitment to the mission, goals, and values of WWF is critical

4. Working Relationships:

Internal:

This post is located in Brussels, reports to the communications director of the European Policy office and works in collaboration with the fisheries team. Working closely and maintaining regular contact with WWF's European and international staff working on related issues will be essential for the development and implementation of the common fisheries reform strategy

External:

The postholder interacts with the media, EU institutions, national governmental entities in accordance with the WWF national organizations and programme offices, the corporate sector, and other NGOs.

Accepted by EPO Director: _____ Date: _____

Accepted by staff member: _____ Date: _____